

*“18 Amazing New Trends in
Marketing & Advertising
Breakthroughs for 2016”*

**Webinar
ACTION GUIDE**

November 4, 2015

Presented by Craig A. Huey

**CREATIVE
DIRECT MARKETING
"Nobody knows direct response
and digital marketing better!" **GROUP, INC.****

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CRAIG A. HUEY



Craig Huey is publisher of the industry newsletter **Direct Response**, and president of Creative Direct Marketing Group, Inc., a full-service direct response advertising agency. He is also President of InfoMat, Inc., a mailing list and email brokerage and management company.

Craig is recognized as one of the nation's top direct response marketing experts. His insightful, on-target strategies have generated more members, leads and sales than anyone else in the industry. Craig has made millionaires out of entrepreneurs and helped grow million-dollar organizations even larger.

Over the years, CDMG's marketing programs have garnered 79 major industry awards.

Clients have included 1-800-Contacts, Agora Publishing, Baby Lulu, Blanchard & Co, Brainy Baby, Chevron Oil, Chronomite, CompuSOURCE, Data Transmission Network, Day Focus Planners, Debt-Free Living, Dyansen Galleries, Educational Insights, Family Life Seminars, Forecasts & Strategies, Giltspur, Group 3 Electronics, Hooked on Phonics, Instant Office Freedom Alliance, Furniture, Investment Seminars International, Jews for Jesus, Laser Eye Center, Lear Capital, Maranatha Music, Micro-Design Resources, Midwest Center for Stress & Anxiety, Mommie Helen's Bakery, Omnifax, Peach Records, Ron Paul's Committee to Stop the Bail-Out of Multinational Banks, Soldier's Angels, South Bay Chiropractic, Spidell's Tax Service, Sterling Travel, Sun Chlorella, Supercircuits, Surf Control, The Hollywood Reporter, The Motley Fool, TheStreet.com, The Weather Channel, True Religion Jeans, Universal Software Association, Weight Watchers, Wesco Auto Parts, Zacks...and more than 200 others.

Craig has created profitable marketing campaigns and helps small to large companies in the following areas:

- Direct mail
- Online sales letters and sales videos
- Direct response television (short form and infomercial)
- Online advertising and marketing
- Display ads
- Direct marketing website development
- Email marketing
- Pay-per-click advertising
- Viral marketing
- Database marketing
- Collateral material
- Inserts and newsletters
- Product launches
- And much more...

Craig also publishes the ezine, **Direct Marketing Update**.

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The Most Common Direct Mail Mistake

General Direct Mail Strategies

Trend/Secret #1 - The New Integrated Marketing

Trend/Secret #2 - Videolog: The Powerful Merging of Video and Direct Mail

Trend/Secret #3 – The Digital Video Explosion

Trend/Secret #4 – Google TrueView

Trend/Secret #5 – New Life: Banner Ads & Remarketing/Retargeting

Trend/Secret #6 – The Facebook Targeting Advantage

Trend/Secret #7 – The Rules of Email Are Changing

Trend/Secret #8 – Personalized Email

Trend/Secret #9 – Profiling & Pursue

Trend/Secret #10 – Direct Mail Remarketing

Trend/Secret #11 – Direct Mail Resurgence

Trend/Secret #12 – Retromarketing: Newsalogs

Trend/Secret #13 – Mobile Breakthrough

Trend/Secret #14 – E-commerce - Retail

Trend/Secret #15 – Native Advertising Boom

Trend/Secret #16 – Using Copy That Sells

Trend/Secret #17 – JOBS Act/Crowdfunding Marketing

Trend/Secret #18 – Election Flexibility

Next Steps

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YES, I Would Like to Know More

- Free critique for direct mail package or website.
- I am interested in a FREE, 15-minute phone consultation with Craig Huey.
- I am interested in a direct marketing website and/or email campaign.
- I am interested in Mr. Huey doing an in-house seminar.
- I am interested in information on mailing or email lists—please call me.
- I am interested in more information about Creative Direct Marketing Group.
- I am interested in _____

NAME _____ TITLE _____

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

EMAIL _____ WEB ADDRESS _____

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Nobody knows direct marketing better!

FREE Case Studies and Briefings by Craig A. Huey

Direct Marketing on the Web

- D62 11 Tested and Proven Web Marketing Offer Strategies
- D63 How Important Is Your Order Form Whether in Print or on a Web Page?
- D64 Here's How to Use Offline Marketing to Make More Money in an Online World
- 11 12 Direct Marketing rules for the Web
- N15 Successful Web Marketing—The Importance of the Offer
- N16 Three Keys to Profitable Internet Marketing
- N17 Your Website Must be a Direct response Marketing Website

Direct Mail

- D7 Hurdling the Secretary Barrier
- D19 Positive Acceptance Statements
- D20 The Art of Subheads and Highlights
- D39 5 Ways to Get More of Your Direct Mail Promotions Opened
- D47 Lift Notes: One Key to Increased Returns
- D60 How to Get Amazing Direct Marketing results with Magalogs
- D67 7 Secrets to Increasing Response That DM Experts Never Share
- D68 7 Proven Secrets to Getting Your Mail Delivered

Direct Marketing Theory

- D27 Unique Selling Propositions: The Secret to Successful Promotions
- D32 The Value of Direct Marketing research
- D38 Maximizing Your response: The Proper Use of a Toll-Free Number
- D42 Lead Generating Conversion Sales D35 Facts or emotion in Copy
- D50 20 Special Insights into Direct Marketing to the Mature Market
- D52 7 Critical Concepts for Successful Customer Loyalty

Art

- D15 Type Styles
- D33 How to Use Art in Direct Response

Trade Shows

- D54 13 Keys to Successful Trade Show Marketing

Copy

- D21 Sizzling Copy
- D23 The Power of Your First Paragraph
- D24 34 Rules for Successful Direct Mailers

Testing

- D3 Creative Testing
- D11 Testing for Successful Promotions

Mailing Lists

- D25 How to Use Mailing Lists Successfully
- D28 How You Can Avoid 11 Common Pitfalls of Mailing List Selection and Use
- D45 A Checklist That Shows How to Order Mailing Lists Like a Pro

Magalogs/Bookalogs/3-D Marketing

- D22 3-D Marketing
- D51 3 Powerful and Unique Direct Marketing Formats: Magalog, Bookalog, and 3-D Packages

Starting a Newsletter

- C7 12 Critical Marketing Considerations for Newsletters

Alternative Media

- D6 How to Successfully Use Deck Cards

TV/Radio

- D8 Key Points You Should Know About Direct Response Television
- D14 Keys to Successful Infomercials Lead
- D43 radio: A New Frontier in Direct Response Marketing Profitably

Ads

- C13 8 Ways CDMG Cut DTN's Cost-Per-
- D34 How to Use Display Advertising

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